

# CALL CENTER INDUSTRY OF SRI LANKA: ANALYSIS ON CRITICAL SUCCESS FACTORS FOR ADAPTATION AND ENHANCEMENT OF THE INDUSTRY

By  
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A research dissertation submitted to the Department of Management of Technology,  
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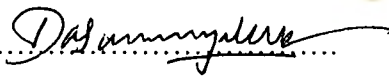
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## Abbreviations

ACD: Automatic Call Distributor

BPO: Business Process Outsourcing

CRM: Customer Relationship Management

CTI -enabled call centers: Computer Telephony Integrated call centers

EIU: Economic Intelligence Unit

FoD: Fax on Demand

GDP : Gross Domestic Production

ICSID: International Convention for the Settlement of Investment Disputes

ICT: Information and Communication Technology

IDD: International Direct Dialing

ISP: Internet Service Providers

ITES: Information Technology Enabled Services

IVR: Interactive Voice Response

PSTN: Public Switched Telephone Network

TRCSL: Telecommunications Regulatory Commission of Sri Lanka

VOIP: Voice Over IP



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